

## CONTRACT

**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

<u>Contract / Revision</u> 105003 /		<u>Alt Order #</u> 08221205
<u>Product</u> PRIORITIES USA ACTN		
<u>Contract Dates</u> 09/27/16 - 10/03/16		<u>Estimate #</u> 4558
<u>Advertiser</u> ISS/Priorities USA Action-A		<u>Original Date / Revision</u> 09/23/16 / 09/23/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHIO-TV	<u>Account Executive</u> Philadelphia CoxRep	<u>Sales Office</u> CoxReps Philad
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u> 750	<u>Product 1/2</u> 760
<u>Agency Ref</u> 9722		<u>Advertiser Ref</u> 14205

And:

**Targeted Platform Media LLC**  
**1291 Hollywood Avenue**  
**Annapolis, MD 21403**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WHIO	09/27/16	10/03/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-02		NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/27/16	10/03/16	MTWTF--				4	\$600.00					
N 2	WHIO	09/27/16	10/03/16	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-02		NM	5	\$7,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/27/16	10/03/16	MTWTF--				5	\$1,525.00					
N 3	WHIO	09/27/16	10/03/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-02		NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/27/16	10/03/16	MTWTF--				2	\$1,000.00					
N 4	WHIO	09/27/16	10/03/16	Daybreak Edition 5a	5:00 AM-5:30 AM		:30			P-02		NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/27/16	10/03/16	MTWTF--				3	\$700.00					
N 5	WHIO	09/27/16	10/03/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-02		NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/27/16	10/03/16	MTWTF--				3	\$2,000.00					
N 6	WHIO	09/27/16	10/03/16	Daybreak Edition 530a	5:30 AM-6:00 AM		:30			P-02		NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/27/16	10/03/16	MTWTF--				3	\$900.00					
N 7	WHIO	09/27/16	10/03/16	NewsCenter 7 530p	5:30 PM-6:00 PM		:30			P-02		NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/27/16	10/03/16	MTWTF--				3	\$2,200.00					
N 8	WHIO	09/27/16	10/03/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02		NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/27/16	10/03/16	MTWTF--				2	\$2,500.00					
N 9	WHIO	09/27/16	10/03/16	Daybreak Edition 6a	6:00 AM-7:00 AM		:30			P-02		NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/27/16	10/03/16	MTWTF--				4	\$1,200.00					
N 10	WHIO	09/27/16	10/03/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/27/16	10/03/16	MTWTF--				2	\$2,000.00					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!

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**PO Box 809606**  
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<u>Contract / Revision</u> 105003 /		<u>Alt Order #</u> 08221205
<u>Contract Dates</u> 09/27/16 - 10/03/16		<u>Product</u> PRIORITIES USA ACTN
<u>Advertiser</u> ISS/Priorities USA Action		<u>Estimate #</u> 4558
		<u>Original Date / Revision</u> 09/23/16 / 09/23/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 11	WHIO	09/27/16	10/03/16	CBS This Morning	7:00 AM-9:00 AM		:30			P-02		NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/27/16	10/03/16	MTWTF--				4	\$1,000.00					
N 12	WHIO	09/27/16	10/03/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-02		NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/27/16	10/03/16	MTWTF--				4	\$550.00					
N 13	WHIO	09/30/16	09/30/16	Friday Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/26/16	10/02/16	----1--				1	\$2,750.00					
N 14	WHIO	09/30/16	09/30/16	Friday Prime Hour 1	8:00 PM-9:00 PM		:30			P-02		NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/26/16	10/02/16	----1--				1	\$2,750.00					
N 15	WHIO	10/02/16	10/02/16	Face The Nation	10:30 AM-11:30 A		:30			P-02		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/26/16	10/02/16	-----1				1	\$2,000.00					
N 16	WHIO	10/02/16	10/02/16	Sun Prime Hour 2	8:00 PM-9:00 PM		:30			P-02		NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/26/16	10/02/16	-----1				1	\$3,250.00					
N 17	WHIO	09/27/16	09/27/16	Tue Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/26/16	10/02/16	-1-----				1	\$3,750.00					
N 18	WHIO	10/02/16	10/02/16	Sun Prime Hour 3	9p-10p		:30			P-02		NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/26/16	10/02/16	-----1				1	\$3,250.00					
Totals									0.00				45	\$67,175.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/03/16	45	\$67,175.00	(\$10,076.25)	\$57,098.75
<b>Totals</b>	45	\$67,175.00	(\$10,076.25)	\$57,098.75

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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Thank you for your business!



FAX# 610-225-1191  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP21/16 12.39  
\*\*\* WHIO-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME	KATHRYN WELSH
SALES PRSN	PH- NICK WEL

SALES PRSN PH- NICK WELTTE

CLASS: NATL. LOCAL REGIONAL

CLASS: NATL.

LOCAL

## REGIONAL

(LCE)

DATE SEP21/16 12.39

TO DEANNA  
FR JARED

ADDED SPOTS ON LINES 1-2, 12  
REVISED RATES ON ALL LINES  
ADDED LINES 18  
TOTAL SAME \$67,175  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
PRIORITIES USA ACTION

[illegible]

AGENCY ADVERTISER CODE = 750      AGENCY EST# = 4558  
AGENCY PRODUCT CODE = 760

1	RS 1000A-1100A	30	\$600.00	9/27	10/3	4	TU-F,M
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PROGRAM : DR. PHIL  
CON COM1: DR. PHIL

2	RS 1200N-1230P	30	\$1,525.00	9/27	10/3	5	TU-F,M
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PROGRAM : NEWSCENTER 7  
CON COM1 : NEWSCENTER 7

REP HEADLINE# 8221205 TRF# 105003  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 610-225-1191  
 CREDIT RISK !!  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 SEP21/16 12.39  
 \*\*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	R		400P-500P PROGRAM : ELLEN CON COM1: ELLEN	30		\$1,000.00	9/27	10/3	2		TU-F,M	2
4	R		500A-530A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$700.00	9/27	10/3	3		TU-F,M	3
5	R		500P-530P PROGRAM : NEWSCENTER 7 CON COM1: NEWSCENTER 7	30		\$2,000.00	9/27	10/3	3		TU-F,M	3
6	R		530A-600A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$900.00	9/27	10/3	3		TU-F,M	3
7	R		530P-600P PROGRAM : NEWSCENTER 7 CON COM1: NEWSCENTER 7	30		\$2,200.00	9/27	10/3	3		TU-F,M	3
8	R		600P-630P PROGRAM : NEWSCENTER 7 CON COM1: NEWSCENTER 7	30		\$2,500.00	9/27	10/3	2		TU-F,M	2
9	R		600A-700A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$1,200.00	9/27	10/3	4		TU-F,M	4
10	R		700P-730P PROGRAM : WHEEL OF FORTUNE CON COM1: WHEEL OF FORTUNE	30		\$2,000.00	9/27	10/3	2		TU-F,M	2
11	R		700A-900A PROGRAM : CBS THIS MORNING CON COM1: CBS THIS MORNING	30		\$1,000.00	9/27	10/3	4		TU-F,M	4

REP HEADLINE# 8221205 TRF# 105003  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
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FAX# 610-225-1191  
 \*\*CHANGES\*\*  
 SEP21/16 12.39  
 \*\*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	RS		900A-1000A	30		\$550.00	9/27	10/3	4		TU-F,M	4
PROGRAM : KELLY AND MICHAEL												
CON COM1: KELLY AND MICHAEL												
13	R		1000P-1100P	30		\$2,750.00	9/30	9/30	1		FRI	1
PROGRAM : BLUE BLOODS												
CON COM1: BLUE BLOODS												
14	R		800P-900P	30		\$2,750.00	9/30	9/30	1		FRI	1
PROGRAM : UNDERCOVER BOSS												
CON COM1: UNDERCOVER BOSS												
15	R		1030A-1130A	30		\$2,000.00	10/2	10/2	1		SUN	1
PROGRAM : FACE THE NATION												
CON COM1: FACE THE NATION												
16	R		800P-900P	30		\$3,250.00	10/2	10/2	1		SUN	1
PROGRAM : MADAM SECRETARY												
CON COM1: MADAM SECRETARY												
17	R		1000P-1100P	30		\$3,750.00	9/27	9/27	1		TUE	1
PROGRAM : LIMITLESS												
CON COM1: LIMITLESS												
18	A		900P-1000P	30		\$3,250.00	10/2	10/2	1		SUN	1
PROGRAM : PRIME												
CON COM1: PRIME												
OCT/16			67175.00									
CONTRACT TOTAL												67175.00
TOTAL SPOTS												45

MARKET TOTALS \$108,346 WHIO 62% WDTN 21% WKRF 10% WRGT 5% CABL 0% WBDT 2%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE